

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2022 /2023 (TERM ID 2210)

BMK2084 – MARKETING CHANNEL MANAGEMENT

7 FEBRUARY 2023
9:00 a.m. – 11:00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 2 **pages**, excluding this cover page.
2. Read the case study and Answer **ALL** questions.
3. The total marks for this exam is **100 marks**.
4. Please write **ALL** your answers in the **ANSWER BOOKLET** provided.

Read the Case Study and answer ALL questions**Resorts World Genting jumps on Lazada MY to offer deals and packages.***Adapted from Reema Dudekula, Marketing-Interactive, 14 December 2022*

Resorts World Genting (RWG) and Lazada Malaysia have partnered to form a long-term collaboration as its core e-commerce partner. The partnership marked the channel relationship for both while it is also a part of RWG's effort to bring a holistic shopping experience onto Lazada to accelerate the recovery of Malaysia's domestic tourism industry.

RWG will be offering exclusive packages and affordable deals on Lazada, and it is expected to enhance channel power for both, RWG and Lazada. Shoppers can purchase tickets and hotel accommodation packages, digital goods at special prices as well as theme park attraction tickets for concerts and performances by local and international artists, as well as food and beverage vouchers. Lazada will also be using RWG as the preferred venue for corporate events and team-building activities. Senior VP of sales and marketing of RWG, Spencer Lee, said 'as the partnership works in two directions, RWG and Lazada is in the driving seat to overcome any channel conflict that may arise.' He added, "we can't totally evade conflict, but rest assured, we will rise above conflict through respect and mutually beneficial business relationship."

Senior VP of sales and marketing of RWG, Spencer Lee, said that this partnership will be the catalyst that enables them to bring RWG closer to a wider group of consumers and make it easier for them to plan their holidays, weekend getaways and fun activities. Resorts World Genting (RWG) and Lazada Malaysia have partnered to form a long-term collaboration as its core e-commerce partner. The partnership is a part of RWG's effort to bring an integrated shopping experience onto Lazada to accelerate the recovery of Malaysia's domestic tourism industry of which customer will now be able to experience the seamless service of omni channel. Subsequently, this pact will boost and strengthen their demand side positioning in retail segment and with omni-channel offerings, sky is not the limit, added Spencer Lee.

Rick Ting, EVP, head of user growth and traffic, Lazada Malaysia said that Lazada and RWG have been working closely together since March 2022. "Moving forward, we are committed to build a long-term partnership that will contribute towards rebuilding the domestic tourism and hospitality industry hence we are very sure that we both are committed towards uplifting one another," he added. "Who knows, one day, RWG-Lazada brand can flourish, thus we can start having in-roads to many customers via franchise business' Rick Ting reiterated.

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Question 1

RWG and Lazada partnership is expected to enhance channel power. Discuss the FIVE (5) sources of channel power.

(25 marks)

Question 2

a. Although RWG and Lazada pledged for mutual support, evading conflict is almost impossible. Elaborate the FOUR (4) channel conflicts RWG and Lazada will face.

(20 marks)

b. List down FIVE (5) symptoms of commitment in marketing channel.

(5 marks)

(Total 25 marks)

Question 3

Discuss the Five (5) demand side positioning that RWG and Lazada could benefit in the retail segments.

(25 marks)

Question 4

a. RWG-Lazada collaboration may pave the way for franchise business. Discuss the THREE (3) initial benefits a franchisee can obtain from franchisor.

(15 marks)

b. RWG and Lazada partnership strives for omni-channel marketing. Explain the FOUR (4) pillars of omni-channel strategy.

(10 marks)

(Total 25 marks)

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